SEO with Yoast 8

Bureau of International Information Programs

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Before we start....

1. Introductions

2. Goals of this Webinar

3. Webinar and Q&A

Who We Are

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Mysteries of SEO

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per month

ADD TO BASKET ›

In This Webinar:

1. What is SEO ?!

2. What does it Mean ?

3. What you need to Know ?

4. Details, details, details

What is this SEO stuff?

SEO = **S**earch **E**ngine **O**ptimization

In English:
**YOU (the human) need to tell the machine
how to index your content ....**

....properly.

Remember: CONTENT is King!

Yes, but what does this MEAN?!

From the Wordpress Codex:

"*As a search engine prowls your site, it gathers information from the title, headings, content, and Meta Tags such as description or keywords. It compares the words within each of these sections and "ranks" the site dependent upon how well the information matches.*"

What Do I Need To Know ?

- **Keywords**
- **META information:**
  - **SEO title**
  - **META description**

- **Cornerstone content**

Yoast *Traffic Light* system helps you!

Concepts 101

What Are Keywords ?

The most important words describing the content

Search engines use these to help make sense of your text

Please use good language, no slang.

Remember to optimize language posts too!

What is this META stuff?

- **META** == information about the content

- **Page/Post TITLE should be descriptive**

- **There is also an *SEO Title***

- **Put details in *META description(s)***

Cornerstone content

- **Your most important content**

- **Typically index pages e.g Embassy Location, ACS and Visa index, etc**

- **This is a topic in itself....**

- **YOU tell Yoast which Pages/Posts are Cornerstone....**

- **....Yoast then grades it**

Yoast Can Help

(with SEO !)

Yoast on your Dashboard

Yoast provides a dashboard widget to see how your site ranks:

Yoast SEO Posts Overview ▲

Below are your published posts' SEO scores. Now is as good a time as any to start improving some of your posts!

● Posts with the SEO score: **needs improvement**   19
● Posts with the SEO score: **OK**   201
● Posts with the SEO score: **good**   42
● Posts **without** a focus keyword   249
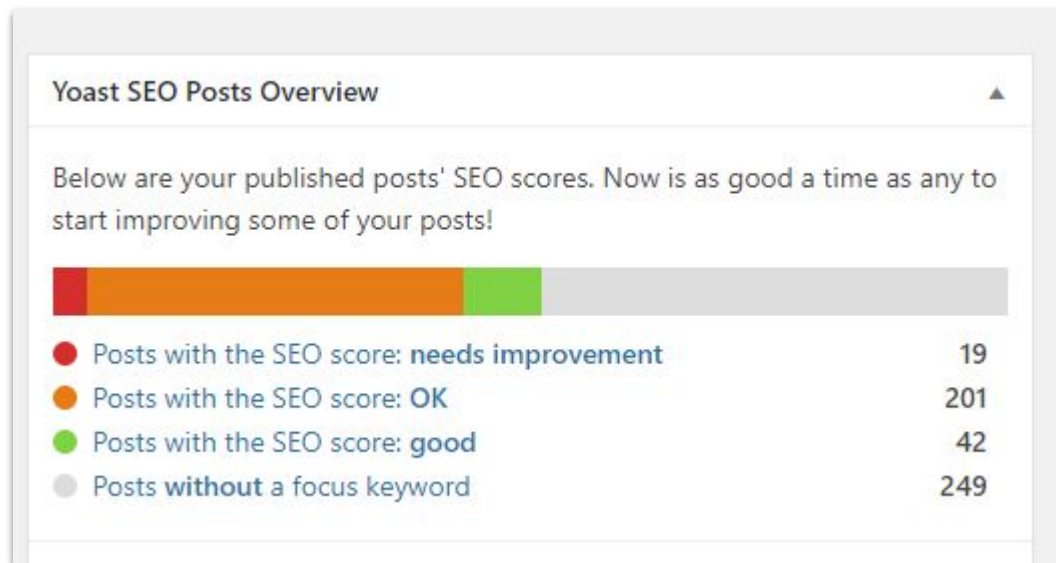
What if I never did any SEO....

Then the dashboard widget will be present but BLANK 😵

Yoast SEO Posts Overview ▲

Below are your published posts' SEO scores. Now is as good a time as any to start improving some of your posts!

⬤ Posts **without** a focus keyword   814
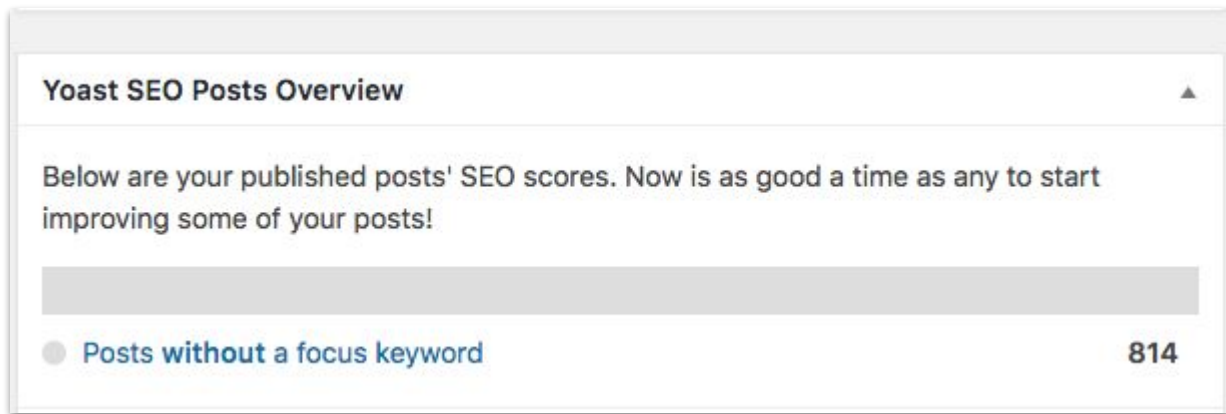
Yoast Widget(S)

Yoast in the Sidebar

Pages & Posts get a Sidebar widget to see how your site ranks:
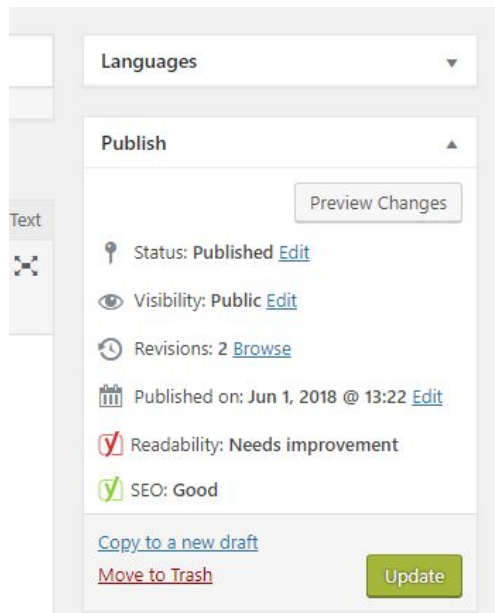
Yoast Widget #1

At the end of Pages and Posts is the Yoast widget.

This is where you edit SEO data.

In Yoast 8, the tabs at the top have been merged into one long(er) pane.

This means everything you need is now in one place: just work top-to-bottom and fill in the blanks.

An annotated overview is on the next slide….

Yoast Widget #2

Yoast SEO Premium

[1] Tabs have been merged into one (longer) SEO pane.....

? Need help? ∨

Snippet Preview

[2]This still shows how search engines will display your Page or Post title....

This is a rendering of what this post might look like in Google's search results. Learn more about the Snippet Preview.

Press Release TEMPLATE | U.S. Embassy & Consulates in the United Kingdom
https://uk.edit.usembassy.gov › press-release-template

Please provide a meta description by editing the snippet below. If you don't, Google will try to find a relevant part of your post to show in the search results.

📱 💻   ✏ Edit snippet

[3b] You can add others by clicking here:

[3]If you add no SEO, Yoast adds some defaults:

SEO title   ⊕ Insert snippet variable

Title Page Separator Site title

Slug

press-release-template   [4] Don't touch this, it will be created for you!

Meta description   ⊕ Insert snippet variable

Modify your meta description by editing it right here

[5] Your (slightly) longer META description goes in here. The text is color-coded depending on length (Green-Orange-Red).

Close snippet editor

☺ Readability   [6] The color-coded Readability indicator is here..

● Focus keyword   [7] Add your first keyword or keywords here.

＋ Add additional keyword   [8] Expand for extra keywords OR synonyms

Cornerstone content   [9] Check this for Cornerstone content

Yoast Widget #3

Here is an example of the SEO title and META description.

Yoast has provided a Green bar indicating that the text length is good - it will not overflow the space provided by search engines.

Yoast Widget #4

Here is an example of the Reading Analysis.

It's not perfect BUT there are 6 green dots versus 5 red ones.

Of the red ones, the 2nd, 3rd and 4th can be ignored (so we only really have 2 problem points).

Key point: don't over-analyze 😊

Analysis results:

∧ **Problems (5)**

● The focus keyword doesn't appear in the first paragraph of the copy. Make sure the topic is clear immediately.

● The exact-match keyword density is 0.3%, which is too low; the focus keyword was found 3 times.

● No images appear in this page, consider adding some as appropriate.

● No internal links appear in this page, consider adding some as appropriate.

● Large parts of your text do not contain the keyword. Try to distribute the keyword more evenly.

∧ **Improvements (5)**

● You have not used the focus keyword in any subheading (such as an H2) in your copy.

● The SEO title contains the focus keyword, but it does not appear at the beginning; try and move it to the beginning.

● The focus keyword does not appear in the URL for this page. If you decide to rename the URL be sure to check the old URL 301 redirects to the new one!

● The slug for this page is a bit long, consider shortening it.

● The slug for this page contains stop words, consider removing them.

∧ **Good results (6)**

● The meta description contains the focus keyword.

● The meta description has a nice length.

● The text contains 945 words. This is more than or equal to the recommended minimum of 300 words.

● This page has 0 nofollowed outbound link(s) and 3 normal outbound link(s).

● The SEO title has a nice length.

● You've never used this focus keyword before, very good.

Concepts 102

(how Yoast works)

How Yoast SEO Analysis Works #1

TEXT LENGTH 300 words minimum

FOCUS KEYWORD(s) **At least** one keyword

Yoast checks if it appears in:

- Title
- First paragraph
- Subheadings
- Within image descriptions

How Yoast SEO Analysis Works #2

Internal Link   Recommended: at least one internal link
(to other pages or posts *within* your site)

META Description   Checked for length and focus keyword

Title and URL   Not too long or too short
Does it contain the focus keyword?

Yoast Readability Analysis

Readability is more difficult...for Yoast and you. This takes TIME!

The analysis checks for:

Long Sentences   Avoid overly long or complex sentences

Sentence Starters   Yoast warns if too many sentences start the same way. The plugin also
                          warns of too many Passive Voice sentences.

Related Sentences   Yoast checks for *transition words or phrases* (because, while, therefore,
                          "above all", "first of all")

Flesh Reading Score This measures ease of reading - English language only.

Concepts 103

(how Yoast gives you feedback)

Yoast Feedback System #1
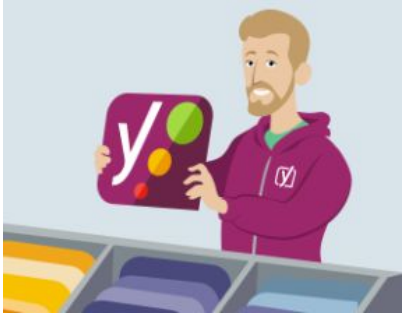
Yoast traffic light system...

....and text descriptions

Four headings allow you to quickly identify poor SEO:

Problems
Improvements
Considerations **(white)**
Good results

Yoast Feedback System #2

Yoast states the "cold, hard facts"

It then offers actionable advice…for example:

- "There is no focus keyword"
- "The focus keyword is missing from the title"

Yoast Feedback System #3
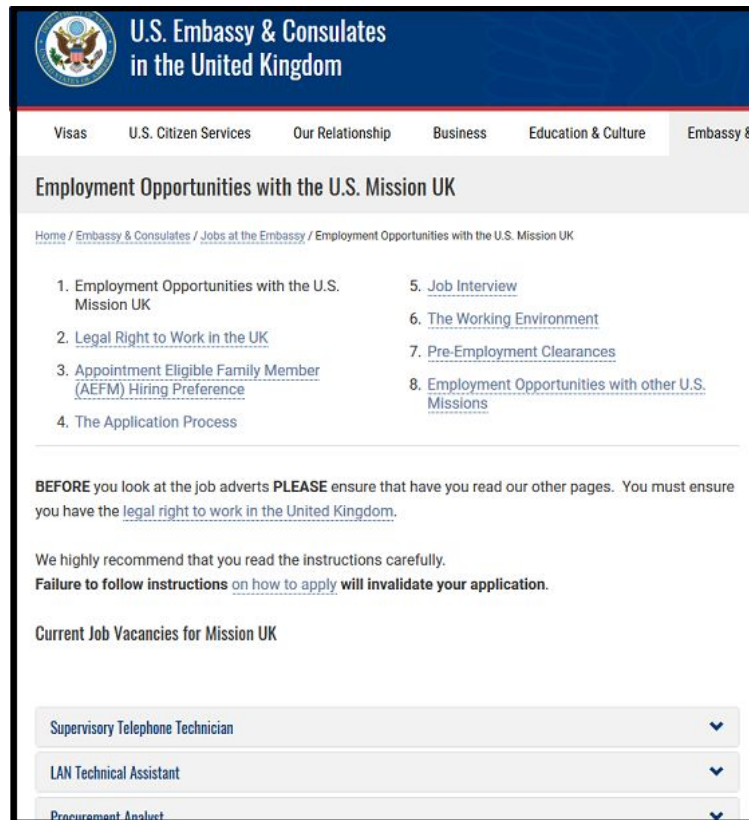
- A lot of problems are easily resolved by following Yoast suggestions.

- Many are obvious - in hindsight!

- Remember *content is king* and only the human is aware of the full context.

- So don't blindly follow all suggestions..THINK 😊

Some examples

(we're getting near to the end)

Example: UK "Jobs page"

https://uk.usembassy.gov/jobs/

Good SEO according to Yoast

Reads ok – Bad keyword/META ok

One (final!) example

Let's create a real post together!

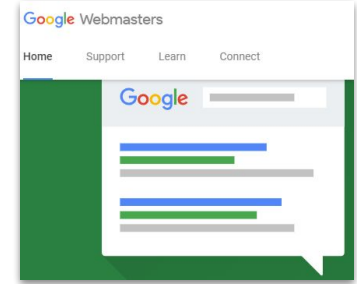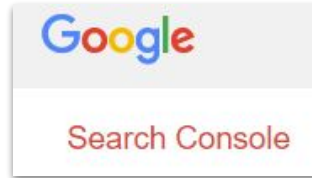Text: Embassy London's [Archive posting for former Belfast CG Dan Lawton](#)

Help & Resources

IIP Resources 24/7/365

IIP CMS Helpdesk
&
IIP Analytics Group

embassy@america.gov

Online Resources

Google Analytics **https://analytics.google.com/**

Google Webmasters **https://www.google.com/webmasters/**

Wordpress Codex **https://codex.wordpress.org/**

Yoast SEO basics **https://yoast.com/cat/seo-basics/**

Questions?

Thank You

Bureau of International Information Programs